*ECCE. You and your family are interested in animals and wildlife. You are visiting a new area and are looking for things to do. Read the questions at the bottom of the page, and then look at the 5 advertisements for the answers.*

|  |  |
| --- | --- |
| **1** | **2** |
| **Cranesbridge House Safari Park and Attractions**  as featured on Zoology Planet’s African Cats’ series  House and Gardens: $13.00 adults, $6.00 children Gardens only: $6.00 adults, $3.00 children House, Gardens and Safari: $20.00 adults, $12.00 children  Maze, Pirate Ship, Park Train, Butterfly House and Steamboat extra  Special All-inclusive Day Ticket Available  House, garden and attractions open all year round, Tues – Sun, closed Mondays. 10.00-5.00 Safari open March-October  Call 05778 0945783 to find out about:   * School visits * Up-coming events | **Kingsmarsh Wetlands**  A 300 hectare conservation area.  An astounding array of wildlife including swans, flamingos and ducks.  **Feed the rarest goose in the world!** **Get muddy in the Bog Zone!** **View our feathered friends in our 20 hides!** **Take a guided walk with our experts** **Try a Land Rover safari or Canoe expedition!\***  $10 adults and $5 children  Or why not... Become a member and enjoy unlimited days out and wetland centres throughout the state, and receive our bi-monthly Waterworld magazine?  Open every day except national holidays  \*additional charges apply |
| **3** | |
| |  |  | | --- | --- | | Kirby Wildlife Park  **Set in 200 acres of parks and gardens.** **Home to a huge collection of mammals, reptiles and birds**  **Visit our website to:** **-watch our live webcams** **-adopt an animal** **-book an educational visit**  Adults $12.00, children and senior citizens $8.00 \* charges apply Discounts available for groups of 10 people and over. | **Why not get involved?**   * Experience work as an animal keeper for a day (ages 18 and over)\* * Get hands-on experience with the animals (ages 6 and over)   (choose from: penguins, lemurs, giant tortoises or tapirs)\*  Summer opening: Every day except Wednesdays (March-September)  Winter opening: Thursdays to Sundays (October  - February)  10.00 – 5.00pm | | |
| **4** | **5** |
| ***Elvenwood Country Park***  A 500 acre Woodland Conservation area  Feed the farm animals in the Petting Zoo Adventure Playground (under 16s only) Caravan and Campsite Cafeteria with Local Produce Miniature woodland railway  **Seasonal Events** Meet Santa! - Winter Craft Market! - Ice Skating!  Ask us about our Children’s Party package Entry: Adults $6, Children $3. Attractions extra.  Open Wed - Sun, 9am-5pm excluding national holidays. | *Lulworth Lakes*  A beautiful and tranquil nature reserve situated on the River Wylde.  **Comprehensive visitors centre with information of the insects and flowers of the area.** **Bird Hides** **Toilet facilities available.**  Open all year round, free of charge.  Coarse Fishing available.  Please call 0478 488377 for permit prices. |

1  Which location does not physically tend the animals?http://www.examenglish.com/IELTS/blank.gif

 a) 2   
 b) 3   
 c) 4   
 d) 5   
  
2  Which location does not feature mammals?http://www.examenglish.com/IELTS/blank.gif

 a) 1   
 b) 2   
 c) 3   
 d) 4   
  
3  Where can you arrange an event to celebrate your child’s birthday?http://www.examenglish.com/IELTS/blank.gif

 a) 1   
 b) 2   
 c) 3   
 d) 4   
  
4  Where can you stay overnight?http://www.examenglish.com/IELTS/blank.gif

 a) 1   
 b) 3   
 c) 4   
 d) 5   
  
5  Where can you buy a ticket which pays for all the attractions at the site?http://www.examenglish.com/IELTS/blank.gif

 a) 1   
 b) 2   
 c) 3   
 d) 4   
  
6  Where can someone experience what it is like to work at the site?http://www.examenglish.com/IELTS/blank.gif

 a) 1   
 b) 2   
 c) 3   
 d) 4   
  
7  Where can visitors take part in water sports?http://www.examenglish.com/IELTS/blank.gif

 a) 2 and 3   
 b) 2 and 4   
 c) 4 and 5   
 d) 2 and 5   
  
8  Where can a teacher take a group of school children?http://www.examenglish.com/IELTS/blank.gif

 a) 1 and 2   
 b) 1 and 3   
 c) 3 and 4   
 d) 1 and 4   
  
9  In which two locations are there age restrictions for some activities?http://www.examenglish.com/IELTS/blank.gif

 a) 1 and 3   
 b) 2 and 3   
 c) 3 and 4   
 d) 4 and 5   
  
10  Where can you ride on a train?http://www.examenglish.com/IELTS/blank.gif

 a) 1 and 2   
 b) 1 and 3   
 c) 1 and 4   
 d) 1 and 5   
  
11  Which locations have the same opening hours all year round?http://www.examenglish.com/IELTS/blank.gif

 a) 1, 3 and 5   
 b) 2, 3 and 5   
 c) 2, 3, and 4   
 d) 2, 4 and 5

Keys

d,b, d, c, a,c, d, b, c, c, d

*FCE B2 You are going to read an article in which four people comment on a book they have read recently. For questions 1-15, choose from the people A-D. The people may be chosen more than once.*

**A**  
  
***Sundance by Teresa Wilson***  
  
**Kerry:**  
  
I really don't know why this book is so popular. I mean, I suppose it is going to appeal to young girls who want danger and romance, but I found this book really tedious. For a start, the characters were really unconvincing. The author went out of her way to add lots of details about the characters, but I found these details really pointless. I thought that some of the facts she presented about the main characters would become significant in some way later in the novel, but they didn't. They were just worthless bits of information. I also was disappointed that, although this book is meant to be about kids at high school, the writer seems to have no recollection at all about what it's like to be 17. The main character thought and acted like a 32-year old. It just wasn't believable. I'm not saying Teresa Wilson is a bad writer. She can obviously string words together and come up with a story that is appealing to a large number of people, but she lacks anything original. There is no flair. It just uses the same sort of language as you can see in many other mediocre novels.  
  
**B**  
  
***Wild Ways by Margery Emerson***  
  
**Liz:**  
  
I have to say that I won't forget this book for a long time. I was hooked from the very first chapter. The devastating story affected me so much that I don't know if I'll ever feel the same again. I was close to tears on several occasions. I've got images in my brain now that I don't think will ever leave me. It's incredibly well-researched and, although it is fiction, is based on shocking real-life events. I learned an awful lot about things that went on that I never knew before. Margaret Emerson has a brilliant way with words and I really felt real empathy towards the characters, although I was sometimes irritated by the choices they made. However, the parallel story, the part that is set in the present, is not quite so good. I found myself just flicking through that part so that I could get back to 1940s Paris.   
  
**C**  
  
***Orchid by Henry Rathbone***  
  
**Imogen:**  
  
This is a delightful novel full of wonderful imagery, a paints a remarkable picture of life in a distant time and a far-away place. If you're looking to learn about Eastern culture in great detail, then this is probably not the book for you, as the writer skims over most of the more complicated aspects of the country's etiquette. The historical aspects are also not covered in much depth. However, I wonder whether this was the writer's intention. By doing this, he symbolise the superficiality of the girl's life. She, like the book, is beautiful and eager to please, but remains too distant from us, the readers, to teach us much. Although I loved the book and read it in one sitting, the ending was a bit of a disappointment. A story which involves so much turmoil, in a place where the future is uncertain, should not have a happy-ever-after fairy-tale ending.  
  
**D**  
  
***High Hills by Mary Holland***  
  
**Hannah:**  
  
I read this book for a literature class. I know it's a classic, and I did try to like it, but I just didn't get into it. I kept persevering, hoping that I'd start to enjoy it, but no such luck. The famous scene out on the moors was definitely the best bit of the book, but even that I found ridiculous when it is clearly supposed to be passionate. As I approached the end of the book, I figured there must be some kind of moral to the story, something that I would learn from the experience of trudging through seven hundred long pages, but there was nothing worthwhile. I don't know why the literary world sees this book as such a masterpiece. The characters are portrayed as being intelligent, but they do such stupid things! And as for it being a *love* story - marrying someone you don't love and then being abused by them - that doesn't spell love to me.

Which person read a book which...

1. was set in an Oriental country http://www.examenglish.com/FCE/blank.gif  
   2. finished in an unrealistic wayhttp://www.examenglish.com/FCE/blank.gif  
   3. had characters that the reader could sympathise withhttp://www.examenglish.com/FCE/blank.gif  
   4. is well-known and was written a long time agohttp://www.examenglish.com/FCE/blank.gif  
   5. contained two storieshttp://www.examenglish.com/FCE/blank.gif  
   6. was not set in the pasthttp://www.examenglish.com/FCE/blank.gif  
   7. was historically accuratehttp://www.examenglish.com/FCE/blank.gif  
   8. made the reader cryhttp://www.examenglish.com/FCE/blank.gif  
   9. contained insignificant detailshttp://www.examenglish.com/FCE/blank.gif  
   10. has a well-known scenehttp://www.examenglish.com/FCE/blank.gif  
   11. is written for teenagershttp://www.examenglish.com/FCE/blank.gif  
   12. had unbelievable charactershttp://www.examenglish.com/FCE/blank.gif  
   13. is classed as romantic fictionhttp://www.examenglish.com/FCE/blank.gif  
   14. contains nothing new in the way of writinghttp://www.examenglish.com/FCE/blank.gif  
   15. has an attractive but shallow heroinehttp://www.examenglish.com/FCE/blank.gif

keys

C, C, B, D, B, A, B, B, A, D, A, A, D, A, C

BEC Vantage B2

*Read the sentences below and the extracts from a text about branding. For questions 1-7, choose which extract each sentence refers to. The extracts may be chosen more than once.*

**A**

Having a good brand identity is critical. It can not only position a company above its competitors, but it also communicates to your customers the reason why they should choose you instead of your competitors. But developing a strong brand image takes time, money and effort, and it involves much more than redesigning a logo or developing a new tagline. Your new brand identity should evolve from your previous identity. Be careful not to start from scratch and come up with something completely new, as you may end up losing loyal customers who have forged emotion ties with your product.

**B**

It’s important to understand that changing the visual aspects of your company, your logo, your packaging and so forth, you are not actually changing your brand identity. Your brand identity is the promise a company makes to its customers – its features, quality, values and service support. Just modernising visual image does not entail a change in brand values.  Many companies, sadly, are led to believe by branding agencies that visual changes will alter customer’s perception of their products. But such changes only inform consumers that a company is concerned about how it looks. At best, they will assume the company is modern; at worst they will accuse the company of unnecessary extravagance.

**C**

Successful branding may not be actually connected with the product at all, but may represent a greater sense of purpose or a more satisfying experience. They may affirm that drinking a cup of coffee can really make a difference, or that exercising may bring about a sense of challenge and personal achievement. Many successful brands study emerging societal ideals and trends, so that they can take advantage of how customers wish they could be. Then they push forward the message that by using their product, their dreams can be fulfilled, and the customer can gain the lifestyle he or she is looking for, be it a sense of glamour, freedom, popularity or self-satisfaction.

**D**

Lack of consistency is probably the most common pitfall when it comes to designing an image for your brand.  You need to provide a consistent message in your proposals and presentations so that your company develops credibility and gets noticed and remembered. To ensure that your branding ins consistent, gather all the information that leaves your company, be it faxes, emails, advertisements, invoices or packages. Examine them for discrepancies in your company’s image. Doing so will also give you the chance to evaluate the image you are trying portray.

*Which section, A, B, C or D, does each statement 1-7 refer to?*  
  
1. a list of some items which should display your brand identityhttp://www.examenglish.com/FCE/blank.gif  
2. the difference between brand identity and logo design http://www.examenglish.com/FCE/blank.gif  
3. brands which do not reflect the product itselfhttp://www.examenglish.com/FCE/blank.gif  
4. how companies are fooled by companies offering branding serviceshttp://www.examenglish.com/FCE/blank.gif  
5. what is involved in creating an image for your brandhttp://www.examenglish.com/FCE/blank.gif  
6. why companies study current social trends to develop a brand http://www.examenglish.com/FCE/blank.gif  
7. a warning about redesigning your brandhttp://www.examenglish.com/FCE/blank.gif

Keys

D, B, C, B, A, C, A